



Recycle This! Newsletter

*Newsletter of the Maine State Planning Office, Waste Management & Recycling Program * September 1999*

Celebrate Maine Recycles Week! It's Easy, It's Fun and SPO Can Help!

As most of you probably know, America Recycles Day (ARD) is an annual event that takes place on November 15th. ARD was developed as a way of focussing public and media attention on recycling and buying recycled. Each year, more and more states celebrate ARD and consider it an important part of their recycling promotion efforts.

This year we decided that we needed to make ARD into more of a "Maine event." As a result, we decided to designate the week prior to ARD, November 8th - 15th, as Maine Recycles Week. Having our own week of recycling promotion will allow Maine communities to be flexible in scheduling events and still maintain a sense of unity with the national effort.

SPO has formed a Steering Committee to plan for the debut of Maine Recycles Week. The steering committee includes representatives from Great Northern Recycling, Commercial Recycling Systems, KTI, Gardiner Paperboard, Hannaford Brothers Co., US Postal Service,

The objective of Maine Recycles Week is to raise public awareness of recycling and purchasing products with recycled content. The Steering Committee is encouraging municipalities, businesses, schools, and state government to participate in Maine Recycles Week by promoting recycling and buying recycled at the local level.

One of the main features of America Recycles Day has been the pledge to recycle and buy recycled. When individuals fill out a pledge card stating that they will recycle more and purchase products with recycled content, they are also entering themselves into a national drawing for environmental prizes. This year, the Steering Committee is working to organize a state contest in addition to the national contest.

In addition to promoting local efforts, the Steering Committee is also launching a statewide media campaign. We are encouraging all newspapers, radio stations and TV stations throughout the state to focus on the topic of

Maine Resource Recovery Association, Kennebec Valley Council of Governments, Androscoggin Valley Council of Governments, City of Portland, Town of Bethel, Town of Clinton, State of Maine Division of Purchases, and SPO.

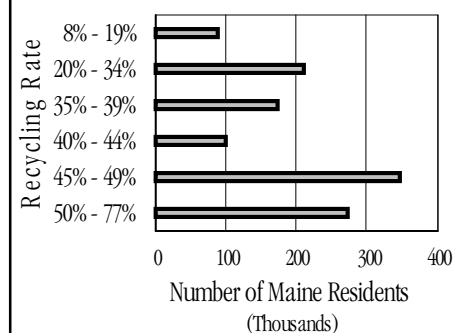
recycling for the week of November 8th - 15th. We feel that Maine Recycles Week is the perfect opportunity for these media outlets to do a series on recycling in Maine, covering municipal programs, state programs, recycling businesses in the state, and more!



Municipal Recycling Rates Continue to Climb

SPO has calculated the 1998 recycling rates for Maine's communities and the results are encouraging. Municipalities and regional recycling facilities representing 98% of Maine's population submitted their 1998 recycling reports to SPO. Based upon SPO's calculations, more Maine towns and regions have reached the benchmark of recycling 35% of their municipal solid waste (MSW) than ever before. In 1998, 292 municipalities reached a recycling rate of 35%, up from 253 in 1997 and 195 in 1996. In addition, 56 municipalities reached or surpassed the state recycling goal of recycling 50% of their MSW, up from 29 in 1997 and 31 in 1996.

1998 Recycling Rates by Population



Individual municipal recycling rates may vary from year to year due to changes in the overall amount of MSW, the availability of recycling programs for different materials, and other special circumstances. For example, in 1998, many municipalities and regions received credits for ice storm damaged wood.

For more information, please contact Hank Tyler at 207-287-1489.

***Don't miss the special Maine Recycles Week insert!
It is filled with ideas on how your town can
celebrate Maine Recycles Week based on the
amount of time and resources you have to
dedicate to the campaign.***



Solid Waste Cost Study for Maine Municipalities Soon to be Released

One of the goals of the Waste Management and Recycling Program is to provide municipalities with actual cost data of various solid waste programs. To facilitate this effort, the 1998 Municipal Solid Waste Annual Report included an optional survey seeking costs of disposal and recycling programs. We took the responses and conducted a follow-up study. A more detailed questionnaire was developed, in order to make sure that the same variables were accounted for in each of the municipalities' costs.

The communities and regions selected to participate in this study were chosen from the municipalities and regions that offered full cost data in their 1998 Solid Waste Report. The major factor considered for selection was the rubbish and recycling collection type — municipally contracted, municipal collection, private collection and drop-off. At least three municipalities were chosen to represent each of the four collection types. Additional communities were selected in an attempt to gain geographic and population size diversity.

The summer intern, Kirk Klausmeyer, visited the participating communities and collected the data based upon conversations with the solid waste staff and using their budgets. Twenty two municipalities and regions were selected for this more detailed study.

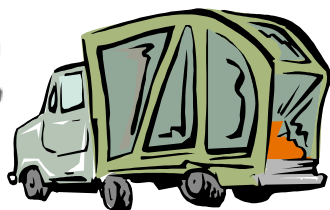
We are now in the process of summarizing the cost information and preparing a report on this project. While it is too soon to draw conclusions, one initial observation is that the average costs from these communities is nearly the same, on a per ton basis, whether that ton of solid waste is recycled or delivered to a disposal facility. The report will also include all of the details of the study, including a breakdown of costs for each municipality and an analysis of what these numbers mean.

Special thanks to the following communities for participating in the study: Auburn, Bangor, Bar Harbor, Bath, Bowdoinham, Bristol/South Bristol, Brunswick, Buckfield Area, Bucksport Region, Clinton, Ellsworth, Farmington, Kennebunkport, Kingfield, Lewiston, Livermore, Mount

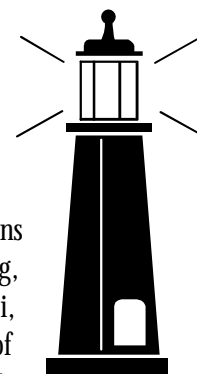
Desert, Oakland, Pittsfield, Skowhegan, Tri-County, and Veazie.



Recycling Vs. Waste
How do the costs compare?



BioCycle Conference to be held in Portland



Plans are finalized for the Northeast BioCycle Conference, held in Portland this year from September 13 to 15. The program begins with presentations from Governor Angus King, Congressman John Baldacci, Robert Spear, Commissioner of Agriculture and Evan Richert, State Planning Office Director, on organics management issues. Following this plenary session, there will be two days of speaker based programs, including such topics as utilization of compost, expanding municipal composting opportunities and food residuals management.

Day three will be a 'hands on' class on managing a compost facility. The class will be conducted at the Windham Correctional Facility where there is a composting operation underway with seafood processing residuals, manures and sawdust. The day long class will be presented by the Maine Compost School and will provide attendees with the opportunity to learn first hand the importance of siting and site management, feedstocks and recipe development, compost pile management, and troubleshooting issues. There will also be many types of composting support equipment at the site for you to visit.

For registration information, contact the BioCycle Conference coordinator at 610-661-4905 and ask for the special team discount, which drops the registration fee from \$385 to \$215 for municipal attendees. See you there!

New and Improved Waste Management & Recycling Web Site

SPO's Waste Management & Recycling Program staff has been working on improving the appearance and usability of our web site. We anticipate that the new site will be up and running by the end of September, so be sure to check it out at: www.state.me.us/spo/wm&r/wmhome.htm

We see the Internet as an excellent opportunity to share information in a waste-free manner. By making our publications available electronically, we save paper, staff time, and money. Publications available on the Internet include: fact sheets, newsletters, and reports. Other special features of the site: a searchable database version of the Waste Management Services Directory (which is in the process of being updated), and a special Maine Recycles Week section, with a link to the national site's electronic pledge card.



NEWLY AVAILABLE EDUCATIONAL RESOURCES



Maine Recycles... Do You?

A Brochure for Tourist Communities

In an effort to educate the tourist population about Maine's recycling efforts, SPO created a new brochure entitled, *Maine Recycles... Do You?* This brochure has been distributed by the Maine Tourism Association to all of the eight Visitors Centers in the state, located in Kittery, Yarmouth, Hampden North I-95, Hampden South I-95, Houlton, Calais, Fryeburg, and Bethel.

If your community experiences a large influx of tourists at any point throughout the year, and you would like to provide some general recycling information to that population, this brochure may help! We would be happy to send you a copy of the brochure that you could either reproduce as is or modify to better fit your community. If you are interested, please contact Shannon Haines at shannon.haines@state.me.us or 207-287-8053.

Hot Off the Presses:

Getting the Message Out: A Recycling Promotion Guide

A Community Guide to Composting Leaves and Yard Trimmings in Maine

SPO recently mailed out our two newest publications, *Getting the Message Out...* and *Community Guide...*, to those communities that requested them via postcard, phone and e-mail. We mailed out over 200 packages, covering much of the state. If you requested either one of these materials and did not yet receive them, or if you have not requested either of these publications and would like to, please contact our office and we will mail them out immediately.

The Cost of Composting

The recently released *Community Guide to Composting Leaf and Yard Trimmings in Maine*, (June 1999), referenced above, describes one method for calculating the potential costs of a centralized municipal composting facility, but it contains no hard numbers. The reason for this is that SPO does not have solid cost data from Maine municipal compost programs. Costs and savings can vary widely from program to program, even between similar communities with typical kinds of leaf and yard waste.

Although we don't have any Maine-specific cost data, there is information available on a national level.



According to a study released by the EPA in May 1998, *Organic Materials Management Strategies (EPA530-R-97-003)*, the average cost of composting grass, leaves, and yard trimmings at a central municipal facility is 21 - 22 dollars per ton. That figure includes capital and operations cost but not curbside collection, which is pegged at around 44 dollars per ton. (22 dollars per ton would figure out to 4 - 5 dollars per yard.)

If you are considering composting municipal yard and leaf waste and do not have the all the information discussed in the *Community Guide* to predict what your own costs may be, these figures will at least provide you with a place to start. If you want to view the study and see how the figures were put together, the full report is free and is available on the Internet at www.epa.gov.

Other sources of cost information:

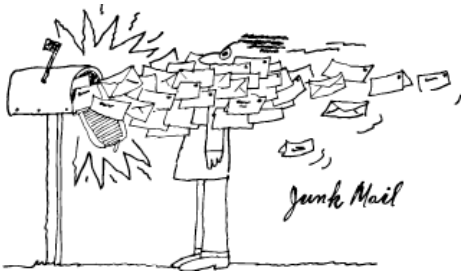
Waste Prevention, Recycling, and Composting Options: Lessons from 30 US Communities (EPA530-R-92-015): Ch. 8

"The Costs of Recycling and Composting" 1994. This study contains: capital, operations, and maintenance cost data, the effects of program design on costs, and suggestions on how to reduce costs based upon the experience of these 30 diverse communities. Again, this study is available through the EPA web site at www.epa.gov. You may also obtain either of the EPA documents referenced here by calling 1-800-424-9346 and using the document numbers provided.

Agricultural Composting: A Feasibility Study for New York Farms, Cornell Composting, 1993. This study contains data on actual hourly production costs using various kinds of equipment and composting methods. You can view this study at www.cfe.cornell.edu/compost/feas.study.

Be advised, while both of these studies are thorough, they are based on data that is now almost 10 years old. SPO will be working on gathering information from Maine programs in the near future.

Maine State Planning Office
Waste Management & Recycling Program
38 State House Station
Augusta, ME 04333-0038
1-800-662-4545 or 207-287-8050
www.state.me.us/spo/wm&r/wmhome.htm



Don't let us be your junk mail!

If the address on this newsletter is incorrect, or if you are receiving duplicates, please call Shannon Haines of the Waste Management & Recycling Program at 207-287-8053.

We also have the capability of sending you the newsletter electronically. If you are interested in receiving the newsletter via e-mail, please send an e-mail to:

shannon.haines@state.me.us

Coming Soon

The Northeast **BioCycle Conference** will be held on **September 13, 14 & 15** at the Holiday Inn by the Bay in Portland. (Please see Page 2 for more details.)

The **Maine Municipal Association Annual Convention** will be held on **September 30 and October 1** at the Holiday Inn by the Bay in Portland. Look for the workshop on Maine Recycles Week and SPO's booth.

Waste Management 101, a workshop for colleges and universities, is tentatively scheduled for Thursday, **November 4th**, at **University of Maine at Augusta**. For more information, contact Shannon Haines at 207-287-8053.

A satellite forum entitled ***Buying Recycled: The Real Story about Cost, Availability, and Quality*** will be presented on **November 9, 1999 from 11:00 a.m. - 1:00 p.m.** See the insert for more information.

Maine Recycles Week is **November 8th - 15th!** Call SPO at 1-800-662-4545 to find out how you can participate in Maine Recycles Week. This is a once a year opportunity for recycling to shine! (See the article on Page 1 and the special insert for more information!)

A Guide to Celebrating MAINE RECYCLES WEEK!

It's Easy, It's Fun, and ANYONE Can Do It!

Anyone can celebrate Maine Recycles Week. It is just a matter of determining how much time and resources you have to put into it. SPO has developed this Guide to Celebrating Maine Recycles Week to help you organize an effort based on the amount of time and resources that you have available to you.

Event ideas have been broken down into three categories: Level 1, Level 2, and Level 3. Level 1 Activities are activities that involve only the recycling program and its staff, whereas Levels 2 & 3 involve the rest of the community to some degree. Level 2 activities are ways that the recycling program can reach out to the community and Level 3 Activities encourage cooperation between the recycling program staff and the community in the planning and implementation of events. SPO encourages you to use these levels as building blocks. If you can accomplish everything in Level 1, move on to Levels 2 & 3. For many communities this will be the first time that they have attempted this sort of campaign. In that case, Levels 2 & 3 will be something to aim for in following years.



GENERAL ADVICE

No matter how much your community plans to do for Maine Recycles Week, there are a few things you should keep in mind:

- **If you have a recycling or solid waste committee, involve them early in the planning stages.** Chances are they will be able to take a good deal of the weight off your shoulders.
- **Make sure to let the local media know what you are doing .** It is important to remember that the goal of Maine Recycles Week is to raise public awareness of recycling and the purchase of recycled content products. The media will help you to reach the widest audience with your message.
- **Be creative in assessing your resources.** If you are a one-person team or a small shop and you think that it is impossible for you to do what you want to do for Maine Recycles Week, think again. Look around the community for other resources. There may be a 4th grade class, for example, that would be able to create a Buy Recycled display for a class project.
- **Make sure that SPO knows about your efforts.** We will list all municipal events on our web site, both to recognize participating towns and also to serve as inspiration for other towns wondering what to do. We will also be including municipal events in our Maine Recycles Week press releases. In addition to publicity, SPO may also be able to offer you educational materials, contact information, and other resources that will help you in the planning of your event.

LEVEL 1 ACTIVITIES

These activities can all be managed by a single person and do not require a recycling committee or volunteer group.

Posters & Pledges

- Put up the America Recycles Day poster, provided by SPO, at your facility or the town office.
- Put the America Recycles Day pledge cards. Be sure to collect and mail the pledge forms back to SPO at the end of MRW.

Create a Display

- Put together a display on buying recycled content products for people to stop at when they come to your facility.
- Start by calling SPO for their fact sheet entitled *Buy Recycled and Close the Loop!* Make copies of this to distribute at your display.
- Display materials that you collect for recycling along with a product that is made from that material. For example, Maine Pack and telephone directory or milk jugs and a traffic cone.

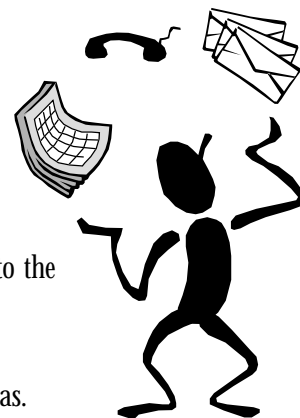
Hold an Open House

- Pick a date between the 8th and the 15th of November.
- Invite the public to stop by and fill out a pledge card. Advertise by putting posters in the town office and at the facility.
- Have staff available to answer any questions that the public might have.
- Consider offering refreshments - cider and donuts make great snacks in November!

- Invite the local press to cover your open house.

Run the Pledge Card as a Coupon in the Paper

- Unless you can get your local paper to donate the ad, this option may cost money, but you will be reaching a large number of people with your message.



LEVEL 2 ACTIVITIES

If you start planning early, you can do even more. These activities involve bringing your message out into the community. Keep in mind that the more effort you put into it, the more you will raise public awareness.

Put Displays Up in the Community

- In addition to a display at your facility, put displays up at the town office, the library, and other public areas.

Give a Talk in the Community

- Arrange to talk about recycling and buying recycled at the school or meetings of local service clubs, such as the Rotary or Grange.

Work with the Media

- Write a letter to the editor on recycling or buying recycled.
- Ask the local media to do a story on recycling.

Conduct Tours of Your Facility

- Schedule tours of the facility during Maine Recycles Week. Invite only school children or open them up to the public.

Conduct A Survey

- Write up a brief survey regarding public awareness of recycling and the purchase of recycled content products. Ask people to fill out the survey as they come to your facility. (You could also ask students from the local school to volunteer to conduct the survey orally.) This is a way to not only find out how much your public knows, but also to raise awareness of terms such as “buying recycled.”

Get Municipal Officials to Pledge Publicly

- Ask a local elected official to publicly fill out a pledge form. You may want to schedule this at your open house or some other event for Maine Recycles Week. Be sure to invite the local press.

LEVEL 3 ACTIVITIES

Parade/Festival/Celebration

- Put together a Maine Recycles Week Committee and work as a group to organize a big event in celebration of Maine Recycles Week, such as a parade, a fun festival, or some other sort of celebration.

Involve All Segments of the Community

- Work with businesses to help them display their products made from recycled content.
- Work with schools to coordinate special recycling-related events.
- Ask town officials to issue a proclamation supporting Maine Recycles Week and “buy recycled.”

Special Materials Drive

- Hold a collection for a material that you don’t usually collect in your program, such as electronic equipment.

Work with Local Radio/Public Access TV Station

- Write a public service announcement and have your local radio station record it.
- Talk to your local public access station about doing a half hour spot on recycling or buying recycled. You may want to work with the local schools on this project. Students could write a script and record it at the local station for school credit!

***For more information on Maine Recycles Week,
visit our web site at:
www.state.me.us/spo/wm&r/mrweek.htm***

FOR MORE INFORMATION ON MAINE RECYCLES WEEK, PLEASE CONTACT:

Shannon Haines

(ph) 287-8053

shannon.haines@state.me.us

Sam Morris

(ph) 287-8054

sam.morris@state.me.us

In the spirit of Maine Recycles Week and Buying Recycled, this insert was contributed by:

**Division of Purchases
9 State House Station
Augusta, ME 04333-0009
Phone: 207-287-3521**

Internet: janus.state.me.us/purchase/homepage.htm

State of Maine Buys Recycled!

Did You Know:

- The Division of Purchases provides nearly 700 copiers to state agencies across the state, and every piece of white paper furnished by the Division of Purchases for use in state copiers has recycled content.
- The printing produced at Central Printing, including this newsletter, is nearly all produced on recycled content paper.
- Dick Thompson, the Director of Purchases reports success in “buying recycled”. 73% of all paper products purchased by State Government through Purchases contained recycled content. “Quality is no longer an issue” says Thompson. The high usage figures support that claim.



- The State's use of recycled products does not stop with paper products. Usage is up in plastics (trash bags and traffic cones), aluminum for the new license plate issuance, and toner cartridges.
- Toner cartridges are a closed loop product. Empty cartridges are collected, refurbished and refilled by the State's contractor. The volume continues to grow as more laser printers are used and the reliability of the recycled product is proven.
- The most interesting recycled product purchased by the Division of Purchases is made of glass. Returned coke bottles and windshields are ground into beads (the size of a pin head) and coated with a solution to allow paint to stick to each bead. The beads are then sprayed onto roadways with yellow or white paint to make the lines reflect light at night. The State Department of Transportation uses nearly 875 tons of these beads each year.
- Many of the items purchased by the State Division of Purchases are available to municipal governments at equivalent pricing. The Division of Purchases web site at janus.state.me.us/purchase/homepage.htm has a list of State contracts open to municipal participation. Municipalities may also purchase materials through Central Warehouse and Surplus Property. See the reverse for more detailed information.



State Contracts that allow for Municipal Participation

According to State law, any political subdivision, school district, or other authorized agency in the State of Maine may benefit from the State purchasing process. Under this law, municipalities can purchase some materials through State contracts. Listed below are three such materials:

Traffic Cones - through Work Area Protection Corporation
Wiping Cloths (100% reused) - through Goodwill Industries
Recapped Tires - through Jewell Tire Co.

Any municipality interested in purchasing any of these items through the state contract should contact the Division of Purchases at 207-287-3521. Simply tell the receptionist what product you are interested in and you will be connected to the appropriate buyer.



Recycled Products Available Through the State's Central Warehouse

Municipalities can also purchase recycled content products at a reduced price through the State's Central Warehouse. First, municipalities must fill out a simple registration form in order for Central Warehouse to set up an account for them. Then, whenever a municipality would like to purchase something, they simply send in a standard requisition form.

Listed below are some of the recycled content products available through Central Warehouse:

Paper Towels Roll Type (100% Recycled content with 40% Post-consumer)
Paper Napkins (100% Recycled content with 40% Post-consumer)
Paper Towels Multifold (100% Recycled content with 80% Post-consumer)
Toilet Paper (100% Recycled content with 30% Post-consumer)
Clasp Envelopes & F/C Mailers (20% Post-consumer)
Plastic Bags (20% Recycled content with 10% Post-consumer)
#1 Bond (30% Post-consumer)
Paper Copier & Print (30% Post-consumer)
Paper Copier & Print - Color (30% Post-consumer)
File Folders - Pads, etc. (50% Recycled Content with 10% Post-consumer / 100% Recycled with 50% Post-consumer)



To request a supply catalog or fill out a registration form, call 207-287-3641.



Surplus Property

Surplus is federal personal property that is owned by the federal government and donated to various states through General Services Administration. The State Agency for Surplus Property (under the Division of Purchases) acts as a clearinghouse to obtain donable property from all possible sources. Donable property is then allocated to all eligible donees through the systematic review of requests and the assessment of each donee's level of need. To be eligible, municipalities must fill out forms available through Surplus Property.

Surplus Property also holds auctions and donee shopping days. You can obtain more information on Surplus Property by calling 207-287-5753 or visiting their web site at janus.state.me.us/purchase/surplus/surplus.htm.

SPEAKING OF BUYING RECYCLED...

Satellite Downlink Forum November 9, 1999

On November 9, 1999, from 11:00 a.m. to 1:00 p.m., a satellite forum entitled *Buying Recycled: The Real Story about Cost, Availability, and Quality* will be presented live throughout the country. This forum is being presented by the Buy Recycled Business Alliance, a partnership of the National Recycling Coalition and the WasteWise program of the USEPA.

The forum will feature Richard Keller, a nationally recognized expert on buying recycled who will share suggestions on proven strategies for buying recycled content products. Also featured will be businesses and governments who have incorporated recycled content products into their purchasing strategies. Viewers will have the opportunity to call in during the forum with questions.

Maine Buy Recycled Association and WasteCap of Maine will be hosting a satellite downlink site for those interested in attending. The downlink will be hosted in the Portland area, the exact location to be determined at a later date. For more information, please contact Suzanne Snowden at WasteCap at 207-846-0935.